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EVENT PR IN THE SYSTEM OF INTEGRATED COMMUNICATIONS

Abstract: The article is devoted to the definition of event PR and its ways of realization. It considers main PR and market specialists' approaches to the definition of the term «event PR». The author explores characteristic features of event PR campaigns, and their place among other integrated PR communications. The goal of this analytic article is to study advantages of event PR in promotion of brand, trademark and company as a whole. PR-events peculiarities, forms and requirements are evaluated within the study as well as high level of event PR effectiveness for goods and services promotion.

Keywords: special events, event PR, integrated communications.

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СОБЫТИЙНЫЙ PR В СИСТЕМЕ ИНТЕГРИРОВАННЫХ КОММУНИКАЦИЙ

Аннотация: Статья посвящена изучению возможностей событийного PR, способам его реализации. Рассматриваются основные подходы маркетологов и специалистов по связям с общественностью к интерпретации научной категории «событийный PR». Авторы изучают характерные признаки событийных мероприятий, а также их место среди других интегрированных PR коммуникаций. Целью исследования является изучение преимуществ

событийного PR для продвижения бренда, торговой марки и организации в целом. Определяются особенности PR-мероприятий, а также их формы и требования, необходимые для достижения необходимого результата. Доказывается высокий уровень эффективности событийного PR для продвижения товара или услуг.

Ключевые слова: специальные мероприятия, событийный пиар, интегрированные коммуникации.

In modern conditions of rapid market changes and globalization growth it is getting harder to draw buyers' attention. It requires instant reaction and unusual and creative solutions from PR specialists that may attract consumer interest to a product or service. Taking into account modern communications specificity, it is impossible for a company to function without the PR. And as long as current PR tools are starting to lose their effectiveness, advertising business parties have to create new ideas that fully comply with the requirements of present-day target audience. It is hard for advertising companies to achieve the desired result, using only traditional technologies, so they are increasingly turning to additional unusual methods aimed at sales promotion. One of these methods, designed to support and enhance the effect of the classic promotion of a product or service, is event PR.

Event PR is one of the main elements in the system of integrated PR communications, through which the company interacts with a wide audience, giving information about itself and its product, forms, maintains and develops a favorable point of view, a positive image and business reputation of the manufacturer [3].

Modern PR specialists have different definitions of this term. The most generalized opinion is presented by the practitioner Alexander Shumovich, who is directly involved in organizing business events. The author adheres to the point of view that the event is a human activity aimed at the interaction of various people, limited in time, and also related to the realization of the goals set [2].

Skillful application of event communications helps to increase sales and clients and staff loyalty, develop publicity and business reputation, raise brand recognition ratio and deliver its values. Nevertheless, it is

important for a campaign in event PR to harmoniously fit into a unified trademark promotion complex.

Special events need to fit into a unified concept of product promotion, which is a complex of integrated communications, including direct advertising.

Advertising campaign using event PR has a long-lasting effect because it occurs long before the event (press conferences, announcements) and lasts after it has been held (published in the media, etc.) [4].

All forms of events are actively used in Russia, however, the most popular are recreational and sports and recreational activities. It is this type of special PR-events that is most often used to promote a particular product category. As examples of event PR actions, one can cite various press conferences, conferences, open days, presentations, festivals, competitions and exhibitions. Currently, these are universal special events that can be used as a PR tool by organizations of any profile.

In this respect Shumovich's definition may be regarded as the most evolved. He regards event PR as a full-scale event organization, directed at client's information product promotion (logo, trademark, product, positive image etc.), development of society's positive attitude towards it and setting up long-term relationships with targeted audience and mass media with the help of outstanding and memorable events [2]. Algorithm of PR-event creation and organization is as follows: goal setting, choice of targeted audience, key messages determination, designation of working with the audience within the event, informational support, and proposed outcome.

If all these points are taken into account during an event and its organizer acts responsibly, event PR will allow achieving a number of goals, which any commercial or political and social organization has.

Nowadays there are already hundreds of PR agencies in our country, involved in event PR, such as EventumPrem (Moscow) and Friday Event Group (Pyatigorsk). As the examples demonstrate, with the help of special events one can not only stimulate sales, but also increase customer loyalty to the company. So, the use of such a tool is beneficial not only to remind about the company, but also when new services appear on the market, competently operating with all advertising means in total.

Currently, event PR in Russia is considered an innovation rather than a natural phenomenon. Unfortunately, this industry is still extremely weak to compete with world markets. But, on the other hand, the Russian

advertising market is in the stage of development, which gives innovations excellent opportunities to find their niche in the advertising business. At the moment, event PR is gaining momentum and is a cost-effective occupation that is why it requires a thorough, in-depth study.

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